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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant: **Hendricks et al.**

Case: **SEDN/5205**

Serial No.: **09/973,083**

Filed: **October 10, 2001**

Examiner: **Shepard, Justin E.**

Group Art Unit: **2623**

Confirmation No: **5151**

Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION
DELIVERY SYSTEMS**

RESPONSE UNDER 37 C.F.R. §1.116

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING OR TRANSMISSION
I hereby certify that this correspondence is being deposited
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being facsimile transmitted to the USPTO, on the date
indicated below.

5/16/2007 *Laura Q Crater*
Date LAURA Q CRATER

SIR:

In response to the final Office Action mailed March 22, 2007, please enter this response and consider the claims pending in the application for the reasons discussed below.

In the event that an extension of time is required for this response to be considered timely, and a petition therefor does not otherwise accompany this response, any necessary extension of time is hereby petitioned for.

The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.